Learning Aim B and C

Guidelines on Writing the Reports for Assignments 3.2 and 3.3

Assignment 3.2 (Learning Aim B)

Report Title: Develop a plan to use social media in a business to meet requirements

Headings:

- Introduction
- User Survey
- Social Media Requirements Plan*
- Client Feedback – Changes to the Plan
- Social Media Keyword Planner*
- Social Media Posting Schedule*
- Client Feedback – Changes to Posting Schedule
- Building a Community
- Social Media Policy*
- Evaluation of Social Media Plan

*Templates available for asterisked items below

Ensure you address the Merit and Distinction command verbs throughout

Learning Aim B Specification Points	How to address in your report
B1 Social media planning processes Processes to consider when planning the potential use of social media in a business, including: • the specific business requirements • content planning and publishing • developing online communities • enforcing social media policies.	**Introduction** Introduction to social media planning. Use these bullet points to describe the processes that you will follow in order to plan your social media campaign. Name the business that you will be creating a campaign for.
B2 Business requirements • Working with a client to set requirements for the use of social media and the potential benefits for the business when compared to traditional promotion methods. • Establishing timescales and responsibilities for the use of social media within a business. • Identifying criteria for measuring success of the use of social media within a business. • Selection of social media websites to use by matching site profiles to requirements in terms of a business use of social media. • Identifying targets for the use of social media, number of followers, 'likes' and shares.	**User Survey** Conduct a small **survey** of your typical audience. Research the type of content they like to view on social media and the times they are online. Include analysis in the form of graphs and an explanation of what they tell you. You will use this information when you create the requirements plan and devise the posting schedule. **Social Media Requirements Plan** • Do a mini-introduction to Business Requirements that covers the B2 bullet points on the left. Talk about why these things are important when planning a social media campaign. • Complete the Social Media **Requirements Plan** template (copy and paste the template below into your work). The level of detail will determine your grade. **Client Feedback - Changes to the Plan** Show your client the plan and revise it using client feedback. Under this heading, explain the changes that you and your client decided. Be clear about why the change to the plan was required.

B3 Content planning and publishing Planning posts and other content to be published on social media websites, including: • identifying a target audience (e.g. age, gender, interests, income) • linking type of content to target audience to ensure it is engaging • researching keywords (e.g. Google AdwordsTM) and creating keyword strategies to help users identify content • researching the best time to publish content and creating a publishing schedule (type of content, frequency, day and time).	**Social Media Keyword Planner** Complete the **Keyword Planning** template (copy and paste into your work), and explain why this is important in a small introduction to the activity. **Social Media Posting Schedule** Create a **Posting Schedule** using the template provided. In the column that is headed 'Comment' be clear about why are you posting that content. Ensure you relate fully to target audience, and to what you found out from the user survey. Say how that post is aimed at the target audience and why you chose that time to post. Note that when you copy to template below you will have to change those pages to landscape. **Client Feedback – Changes to Posting Schedule** Show your client the posting schedule and write a summary of the feedback you received. Identify clearly any changes that need to be made to the schedule.
B4 Developing an online community Working with a client to develop a strategy to encourage online community building, including: • use of promotional techniques, e.g. requesting feedback, surveys, special offers and creating links between social media websites and company e-commerce site • monitoring social media website streams and responding to queries, requests and complaints.	**Building a Community** Explain the techniques you will use to build the audience or community. Discuss: • How you have included different types of post in your posting schedule and explain why. • How you will monitor streams (or comments) and how you will respond to queries and complaints, including a discussion on why this is important.
B5 Developing a social media policy Working with a client to create a social media policy applicable to businesses, including: • company philosophy (identifying and reflecting this in posted content) • promotion of honesty and respect in posted content • ways to ensure confidentiality of information • methods of dealing with security issues • separation of company and personal content • legal and ethical considerations.	**Social Media Policy** In this section, create a Social Media Policy for your client. A social media policy is designed to ensure that risk is minimised for the company when implementing a social media campaign. Choose 3 policy points to include. Use the template below.
B6 Reviewing and refining plans Working with a client and other relevant stakeholders to improve the quality, effectiveness and appropriateness of the plans, including: • gathering feedback from a client and potential users • communicating with a client, e.g. email, verbal communication • scheduling and documenting meetings • agreeing and adjusting timescales • refining ideas and solutions.	**Evaluation of Social Media Plan** • Discuss that you communicated with your client through meetings, e-mails, texts, etc. before the Requirements Plan was written to ensure that your plans developed in line with client requirements. • Talk about how you conducted a survey of potential users before deciding when and what to post. • Outline the communication with the client to get feedback on the Requirements Plan and Posting Schedule. • Discuss how you adjusted timescales and refined the Requirements Plan and Posting Schedule as a result of feedback from the client.

Assignment 3.3 (Learning Aim C)

Report Title: Implement the use of social media in a business

Headings:

- Introduction
- Creating an Account and Profile
- Evidence and Evaluation of Posts*
- Building a Community
- Analysis of Audience Interaction
- Evaluation

*Template available for asterisked item below

Ensure you address the Merit and Distinction command verbs throughout

Learning Aim C Specification Points	How to address in your report
C1 Creating accounts and profiles • Sign-up, creation and administration of social media website business accounts. • Creation and set-up of a company profile. • Customisation and configuration of the company profile, including privacy settings, colour schemes, images, text and other assets that follow branding guidelines.	**Introduction** Introduction to social media implementation. Describe the processes that you will follow. **Creating an Account and Profile** Show evidence in your report that you have set up one social media site. Address all 4 bullet points in your report and include screen captures to illustrate.
C2 Content creation and publication • Carry out research in order to produce engaging content for the intended target audience. • Produce, publish and manage content. • Improve visibility of published content. • Methods to encourage audience interaction, e.g. use of images, phrasing of text content, timing of posts to coincide with times when followers are online. • Integration of information across company e-commerce website and social media websites. • Adapting and testing content on different device platforms, e.g. mobile phones, tablets and notebooks.	**Evidence and Evaluation of Posts** Show evidence that you have followed the posting schedule and evaluate the success of each post. Take screen captures of the actual posts and evaluate them in terms of how they are designed to be engaging to attract the intended target audience. As part of your evaluation, you should suggest improvements, and identify whether any future posts should be changed. Use the template below. **Ensure you address the Merit and Distinction command verbs.**
C3 Implementation of online community building • Implementation of an online community building strategy, including: o use of hashtags, sharing and tagging o finding and joining groups and contributing information o following people and businesses. • Monitoring and responding to comments; importance of prompt responses. • Using tools and techniques to automate content posting.	**Building a Community** Under this heading show evidence of how you did this – discuss (**evaluative discussion**) and use screen captures to illustrate your points. **Ensure you address the Merit and Distinction command verbs.**
C4 Data gathering and analysis Gathering and interpreting data on social media websites using dedicated tools, e.g., Facebook Insights, Twitter Analytics, Google Analytics and	**Analysis of Audience Interaction** You should already have analysed audience interaction on each post under 'evidence and evaluation of posts' above. Under this

TweetReachTM. • Identifying interaction relating to individual posts. • Identifying audience profiles, e.g. age, location. • Monitoring number of 'likes' and 'shares'. • Comparison of intended target audience versus actual audience. • Identification of posts and types of content which create the highest levels of interaction. • Identifying the number of visitors who 'click through' to company e-commerce website.	heading, do a more detailed analysis using analytical tools (e.g. Facebook Insights). Include an **evaluative discussion** and use screen captures to illustrate your points. **Ensure you address the Merit and Distinction command verbs.**
C5 Skills, knowledge and behaviours • Planning and recording, including the setting of relevant targets with timescales, how and when feedback from others, such as customers and social media followers, will be gathered. • Reviewing and responding to outcomes, including the use of feedback from others, e.g., customers and social media followers who can provide feedback on the quality and suitability of the features against the business requirements. • Demonstrating own behaviours and their impact on outcomes, to include professionalism, etiquette, supportive of others, timely and appropriate leadership, accountability and individual responsibility. • Evaluating outcomes to help inform high-quality justified recommendations and decisions. • Evaluating targets to obtain insights into own performance.	**Evaluation** Cover these points in your final evaluation. Take screen captures where appropriate to illustrate your points. **Ensure you address the Merit and Distinction command verbs.**

Templates

Copy and paste these templates into your report under the correct headings.

Social Media Requirements Plan

Introduction to Plan:

Name of the company	
Company Profile:	
Project Team:	
Purpose of Social Media Campaign:	
Type of Content (Posts):	
Target audience:	
Chosen social media sites:	
Targets and measuring success:	
Timescales*:*	
Developing an Online Community:	
Reviewing and Refining the Campaign:	

Social Media Keyword Strategy

Product or service	Search phrases likely to be used to find this type of business	Search phrases that are most popular as shown by the Google Keyword Planner

Social Media Posting Schedule

Note that when using this template you will need to make the pages landscape. Do not apply landscape to your whole document though. To do this, have your cursor at the bottom of the previous page. Go to 'Layout', 'Margins', and 'Custom Margins'. Choose landscape under the 'Orientation' heading, then 'Apply to' this point forward. At the end of the table you will have to do the same again – but turn back to portrait from this point forward.

Social Media Channels chosen and why (e.g. give target audience statistics – include graphs):			
Day and time of posting	**Type of Post**	**Actual Content (e.g. image/video/text)**	**Comment**

Social Media Policy Document Template

Description of Company (Company Philosophy)
Policy Point 1 Title
Policy Point 2 Title
Policy Point 3 Title
You can add more sections as required

Evidence and Evaluation of Posts

Note that when using this template you will need to make the pages landscape. Follow instructions above for the Posting Schedule.

Introduction:			
Day and time of posting	**Screen Capture of Post**	**Audience Engagement (evidence of likes, shares and comments)**	**Comment** **Evaluation of post and any changes required to future posts as a result.**

Success Criteria:

For distinction standard, learners will draw on and show synthesis of knowledge across the learning aims in order to evaluate both the plan to use social media and its implementation. Learners must provide a reasoned and realistic review of the outcomes, identifying both the positive and negative aspects. For example, they can explain why some things they planned to do did not happen or did not work out as they had expected. Learners also need to show that they have considered the legal and ethical implications of the material that they posted on social media sites. Learners will make reasoned, appropriate suggestions as to how the use of social media could be improved in the future. They will undertake a detailed examination of the data collected on the interaction achieved and the profile of the people who have interacted with their social media posts. This information will link clearly to a discussion of how well the data matches their intentions. For example, learners may discover that the age and location profile of the people interacting with their posts does not match the target audience of the business concerned. In this case, they would need to discuss possible reasons for the mismatch and how this issue could be resolved. Learners will take individual responsibility for their own work, for example identifying potential issues and resolving these, reviewing their work and making improvements, keeping their work safe and secure and showing responsible use of quoted materials. Creativity will be shown, for example, through evidence of taking innovative approaches to problem solving and the originality of their solution. The evaluation of behaviours will consider learners' use of 'soft skills' in relation to the vocational context of the project, such as liaising with clients and time management. Learners will evaluate their own behaviours throughout the project and the impact they had on the outcomes. Learners will refer to tangible evidence to support their evaluation, such as meeting notes, correspondence and time plans.

For merit standard, learners will provide a clear, accurate and well-reasoned justification of the choices they made in the planning of the use of social media. Learners will show a clear link to the required business objectives. Learners also need to show that they have considered the legal and ethical implications of the material that they posted on social media sites. The usage data collected by learners will also assess how effective each of their posts has been at achieving their stated aim and how effective it has been in encouraging interaction with the audience. Learners will apply their knowledge through selection and application of appropriate tools and techniques to optimise the effectiveness of their future posts and other social media features. They will make accurate and reasoned suggestions as to how the outcomes could be improved if the task were to be repeated.

For pass standard, learners will produce a plan that meets the business requirements and identifies the target audience. The plan will also identify timescales and keywords, and include a content-posting schedule. Learners will show an awareness of legal and ethical implications of the content they plan to post. Learners will review their plan, and ask others such as the client/employer and customers/audience to assist them in this process and provide evidence of their review. Learners will select a variety of social media websites and implement their plan and interact with their followers. Some simulation may be required in order to provide the interaction and fellow learners can play the role of 'customers' for each other. Learners can provide evidence in the form of annotated screenshots showing how they have implemented the plan they have created. Learners must collect and review a range of data using features such as Facebook Insights, Google Analytics and Twitter Analytics, showing the interaction that individual posts have created and the profile of their audience. This data will be used to optimise their future posts, for example by adjusting the wording, content and timing of posts, as well as demonstrating use of any other new features.